

Canadian Food & Beverage Show 2005

February 20-22, 2005 – Toronto, Canada



Plan **NOW** to be part
of the USA Pavilion!

Who Should Attend:

U.S. exporters of food, beverages, wines and spirits for the hotel, restaurant and institutional trade should attend.

Why:

This is the largest foodservice trade show in Canada, drawing more than 700 exhibitors and 10,000 trade visitors. FAS will sponsor a USA Pavilion at the show, including cooking demonstrations, and a market briefing for exhibitors in the pavilion.

The Market:

Canada is the top market for U.S. agricultural exports. In FY2003, U.S. agricultural exports to Canada reached a record \$9.1 billion, registering an average annual growth rate of 5.0 percent over the last seven years. Agricultural exports to Canada accounted for 16 percent of total U.S. food and agricultural product exports of \$56.2 billion. Consumer-oriented agricultural products accounted for 70 percent of total U.S. food and agricultural product sales to Canada in FY2003, with fresh and processed fruits and vegetables, snack foods, and red meat products as the category leaders.

American products account for more than two-thirds of total Canadian agricultural imports. The magnitude of the Canadian market becomes apparent when looking at provinces individually. If Ontario, British Columbia and Alberta were countries, they would rank respectively, as the 4th (\$5.6 billion), 7th (\$1.2 billion) and 16th (\$650 million) largest individual markets for U.S. agricultural exports.

Best Prospects:

Healthy and convenient foods: Reduced trans fat content foods, high protein foods, organic foods, soy products, bottled flavored waters, healthy snacks, energy bars, and meal solutions are some of the many possibilities.

New and innovative foods: Food-to-go home meal replacement, sauces and salad dressing, value-added fish and seafood, exotic fruits and vegetables, value-added produce, ethnic and kosher foods

For additional information on the USA Pavilion contact:

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For more information on the show, visit: www.fbshow.com